

Improving Trail User's Experience Through Signage & Interpretive Graphics



Presented by:

Mike MacEachern
Founder/CEO
iZone Imaging

Presentation Agenda:

- Introductions & Overview
- Defining Components & Project Scope
- Identifying Professional Resources
- Managing the Design & Planning Process
- Material Selections Ensuring Program Life Cycle
- Project Case Studies
- Questions & Answers

Presentation Learning Objectives:

- Develop greater understandings of the design and planning processes, the resources required, the documentation of such programs and be best prepared to implement a signage and interpretive graphics systems within public trails and green space environments.
- Create awareness by planners and managers of trails and green space systems on the value signage and interpretive graphics can provide to the brand of their agency, the respective users of the trail or green space, and for them to be better prepared to identify and collaborate with design, planning and implementation professionals.
- Experience examples of existing large-scale trail signage and interpretive graphic programs as field case studies of how such systems have been, planned, designed and implemented in large urban environments.

Defining Project Scope & Identifying Resources:

Identify & Defining Scope of Work:

Conducting a Needs Analysis to Determine Project Scope of New or Refurbished Trails

Typical Trail Signage Components:

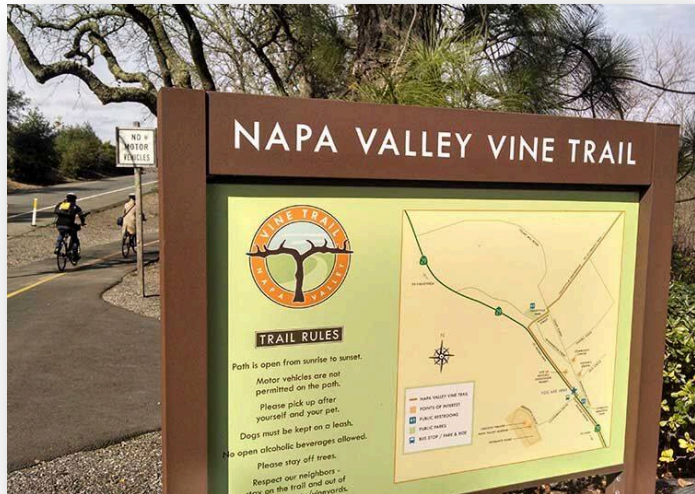
- Identification/Orientation Kiosks
- Regulatory/Informational Signage
- Wayfinding/Directional Signage
- Mile Marker/EMS Reference Point Signage
- Wayside/Interpretive Signage

Defining Project Scope:

Path & Trails Signage Scope of Work:

Signage to Facilitate Use of Path & Trail Systems

- Trailhead Identification/Orientation Kiosks
- Path & Trail Directionals
- Mile Markers & Informational Signage



Defining Project Scope:

Path & Trail Signage Additional Examples:



Defining Project Scope:

Interpretive Signage Scope of Work:

Determining Story to Tell in Interpretive Signage

- Nature/Wildlife Features
- Historical Features
- Environmental/Conservation



Defining Project Scope:

Interpretive Signage Additional Examples:



Identifying Resources:

Identify & Engaging Professional Resources:

Professional Signage Design & Planning Service
Association Resource



Society for Experiential Graphic Design

segd.org

Signage Planning, Design & Fabrication Resource

Identifying Resources:

Identify & Engaging Professional Resources:

Professional Service Interpretive Design & Planning
Association Resource



National Association for Interpretation

interpnet.com

Interpretive Planning, Design & Fabrication Resource

NAI Greenpages: http://www.interpnet.com/NAI/docs/Green_Pages-2017-18.pdf

Identifying Resources:

Identify & Engaging Implementation Resources:

Signage Industry Association Resources



International Sign Association

signs.org

Signage Materials & Fabrication Resource



California Sign Association

calsign.org

California Signage Materials & Fabrication Resource

Managing the Design & Planning Processes:

What to Expect from EGD Professional Resources:

Processes for Selected EGD Resource on Planning & Design

Planning

Confirms Locations & Message:

- Site & Circulation Analysis
- Accessibility Conformance
- Review Site Approaches
- Establishes Destinations
- Defines Nomenclature
- Identifies Decision Points
- Establishes Message/Locations
- Creates Guide for Installation

Design

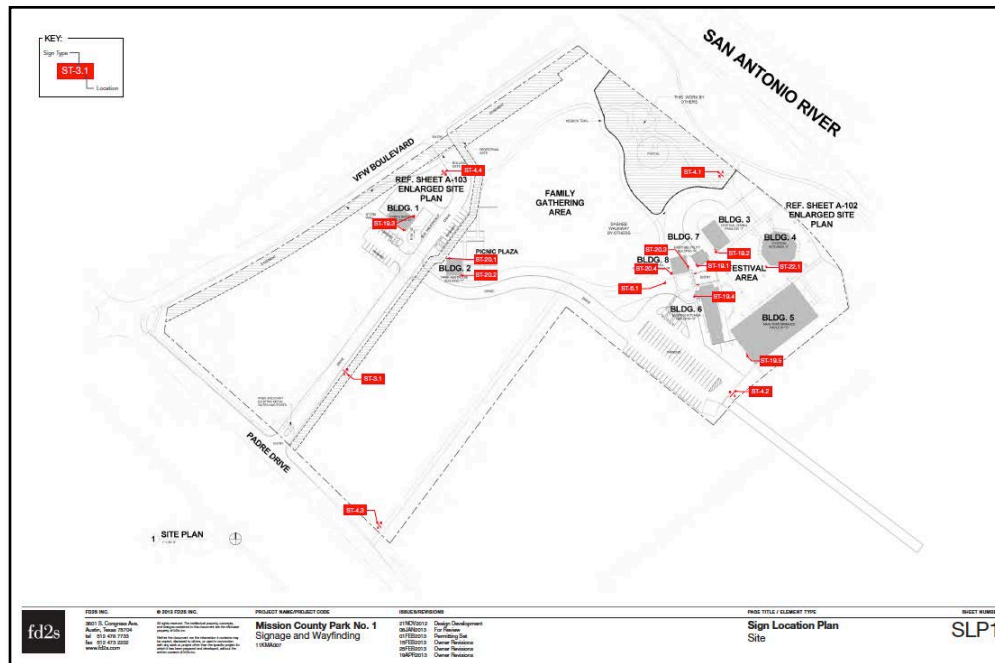
Creating Aesthetics & Function:

- Schematic Design
- Design Development
- Contract Documents for Bid
- Defines Fonts, Colors, Finishes
- Provides Graphics Layouts
- Defines Construction Specs
- Defines Installation Methods

Managing the Design & Planning Processes:

Examples of Work by EGD Professional Resources:

Deliverables – Location Plan, Message Schedule, Design Intent Documents & Project Specifications.



Location Plan

Courtesy: fd2s
Mission County Park

Managing the Design & Planning Processes:

Examples of Work by EGD Professional Resources:

Deliverables – Location Plan, Message Schedule, Design Intent Documents & Project Specifications.

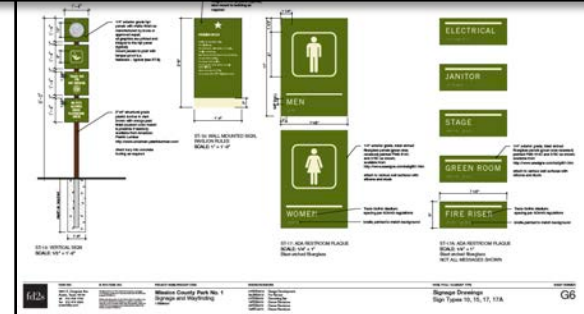
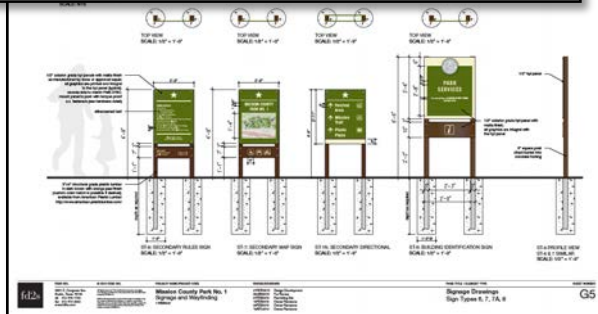
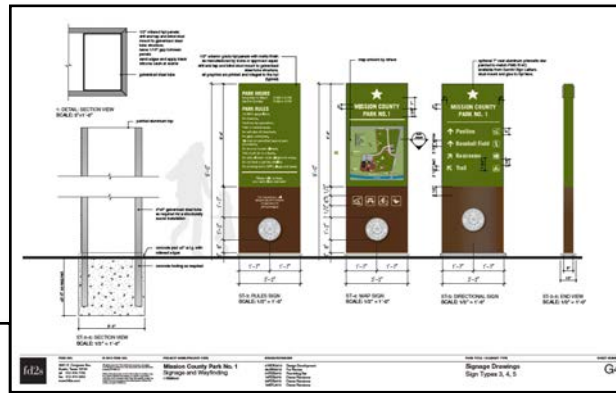
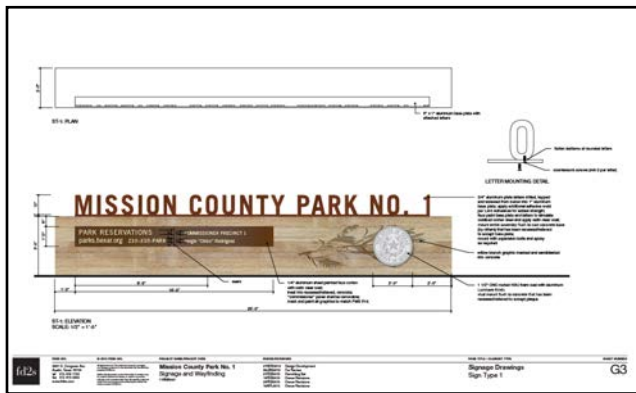
MESSAGE SCHEDULE					
Alex Rodriguez Mercedes-Benz 500 Gulf Fwy. South League City, TX 77573				Issue Date: March 3, 2005	
Item No.	Sign Type	Description	Mount	Message	Comments
10	1.2	Double Sided Suspended ID 200mm x 1000mm Article # MB253	Suspended	Side A New Vehicle Delivery Side B Showroom	Verify Message
11	2.1	Doorplate A5 175mm x 210mm Article # MB325	Wall	121 (G2 Braille) (Paperflex Insert to Read) New Vehicle Delivery	Verify Message
12	2.1	Doorplate A5 175mm x 210mm Article # MB325	Wall	117 (G2 Braille) (Paperflex Insert to Read) General Manager (Name TBD)	Verify Message Provide Name
13	2.1	Doorplate A5 175mm x 210mm Article # MB325	Wall	118 (G2 Braille) (Paperflex Insert to Read) President (Name TBD)	Verify Message Provide Name
14	2.1	Doorplate A5 175mm x 210mm Article # MB325	Wall	120 (G2 Braille) (Paperflex Insert to Read) Conference Room (Conference Symbol)	Verify Message
15	2.1	Restroom ID A4 240mm x 297mm Article # MB324B	Wall	STAFF ONLY (M & W Symbol) RESTROOM (G2 Braille)	

Message Schedule

Managing the Design & Planning Processes:

Examples of Work by EGD Professional Resources:

Deliverables – Location Plan, Message Schedule, Design Intent Documents & Project Specifications.



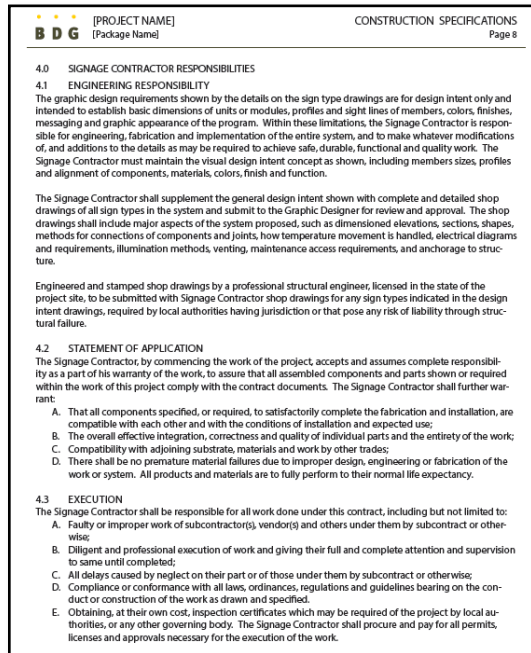
Design Intent Drawings

Courtesy: fd2s
Mission County Park

Managing the Design & Planning Processes:

Examples of Work by EGD Professional Resources:

Deliverables – Location Plan, Message Schedule, Design Intent Documents & Project Specifications.



Project Specifications

Managing the Design & Planning Processes:

What to Expect from Interpretive Professional Resources:

Working with Selected Interpretive Resource on Planning & Design

Research & Content Development

Confirms Story to Tell:

- Charrettes to Define Content
- Document & Refine Story
- Consolidates Story Content
- Research Topics for Accuracy
- Research Image Availability
- Define Photo Captions/Credits
- Creates Final Headings/Message

Content Design

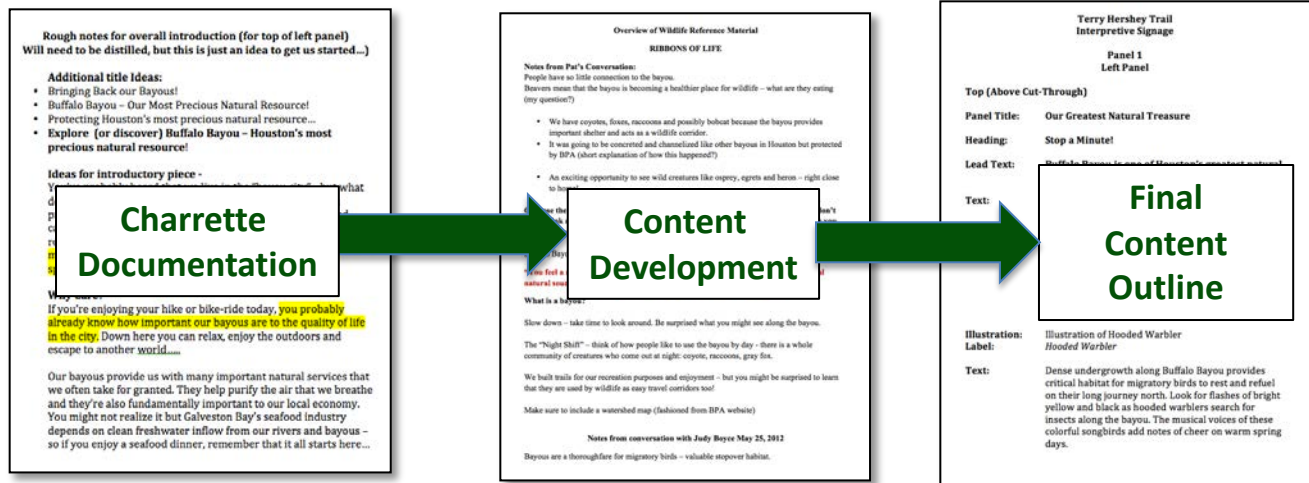
Creating Layout & Function:

- Begun Only After Messaging
- Schematic Content Design
- Content Design Development
- Contract Documents for Bid
- Defines Fonts, Colors, Finishes
- Provides Content Layouts
- Confirms TAS/Legibility Needs

Managing the Design & Planning Processes:

Work Product of Interpretive Professional Resources:

Deliverables – Charrette Document, Content Development, Final Content Outline



Content Development Process

Courtesy:
Interpretive Insights
Terry Hershey Park

Managing the Design & Planning Processes:

Work Product of Interpretive Professional Resources:

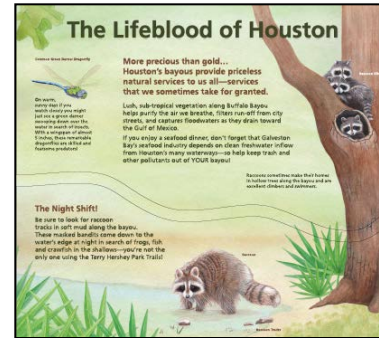
Deliverables – Illustrations Scope Schematic Sketches, Illustration Development & Final Illustration Artwork for Integration



**Schematic
Sketches**



**Illustration
Development**



**Final Illustration
in Content**

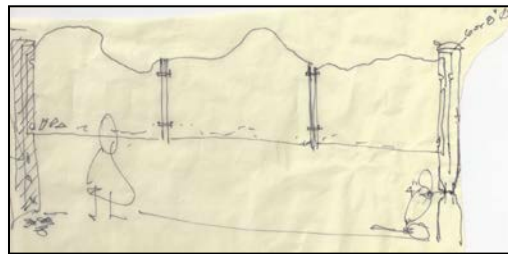
Illustration Development Process

Courtesy:
Interpretive Insights
Terry Hershey Park

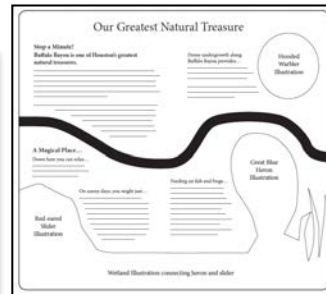
Managing the Design & Planning Processes:

Work Product of Interpretive Professional Resources:

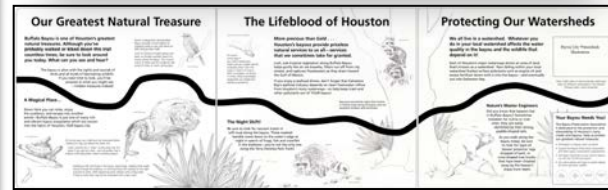
Deliverables – Content Schematic Design, Content Design Development & Final Construction Specs



**Schematic
Concept Sketches**



**Content Design
Development**



**Final
Construction
Specifications**



Finished Project

**Content
Design
Development
Process**

Courtesy:
Interpretive Insights
Terry Hershey Park

Consensus Building to Ensure Success:

Building Stakeholder & Community Consensus Provides Best Assurance of Project Acceptance & Success

Consensus Building Techniques:

- Identify & Engage All Possible Stakeholders
 - Leadership
 - Affected Departments
 - Interest Groups
 - Community Representatives
- Establish Milestones in Design & Planning Process for Input
- Clear Project Objectives Definition Provides Input Guidelines
- Build In Flexibility into Projected Schedules to Manage Expectations
- Communicate Effectively Using Internal & External Meetings and Leverage Public Relations Channels & Social Media

Material Selection in the Design Processes:

Material Selection is One of the Most Important Design Decisions Impacting Longevity:

The Typical Sign System's Life Expectancy is 7-10 Years, Selecting the Best Materials & Graphic Applications Ensures The Program's Projected Life Cycle or Better is Achieved

Material Selection Considerations:

- Budget Impacts of Material Selections
- Specify Best Performing Materials Based on Environment & Locations
- Color & Graphic Application Selections Appropriate for Material Specifications
- Construction Specifications Allowing for Updating, Changing or Replacing Efficiently

Material Selection Options:

**Understanding Objectives & Environmental Conditions,
Material & Graphic Application Specifications Defined:**

Common Material Selections:

- Aluminum, Stainless Steel and Steel are Common Structural Materials, Each has Their Benefits
- Corten, Acrylic Polyurethane Paint and Powder Coatings
- Surface Applied Reflective/Opaque Vinyl Graphics
- Surface Applied Digital/Silkscreened Printed Materials (Direct or Overlay)
- Integrally Printed Graphic Materials (Porcelain Enamel, Custom High Pressure Laminates, Fiberglass Embedded Graphics, Sublimated Graphics)

Maintenance Ability Impact on Material Selection:

Organizational Maintenance Practices & Capabilities Influences Material Selection & Construction:

Ensuring Long Term Appearance & Function

Common Maintenance Requirements:

- Minimum of Yearly General Cleaning & Inspection
- Maintaining Related Landscaping to Ensure Visibility
- Addressing Graffiti or Other Vandalism to Program Components
- Seasonal or Event Related Changes
- Lamp Changes or Electrical Systems Maintenance
- Incorporation of Maintenance Requirements into Operational Budgets to Ensure Resource Availability

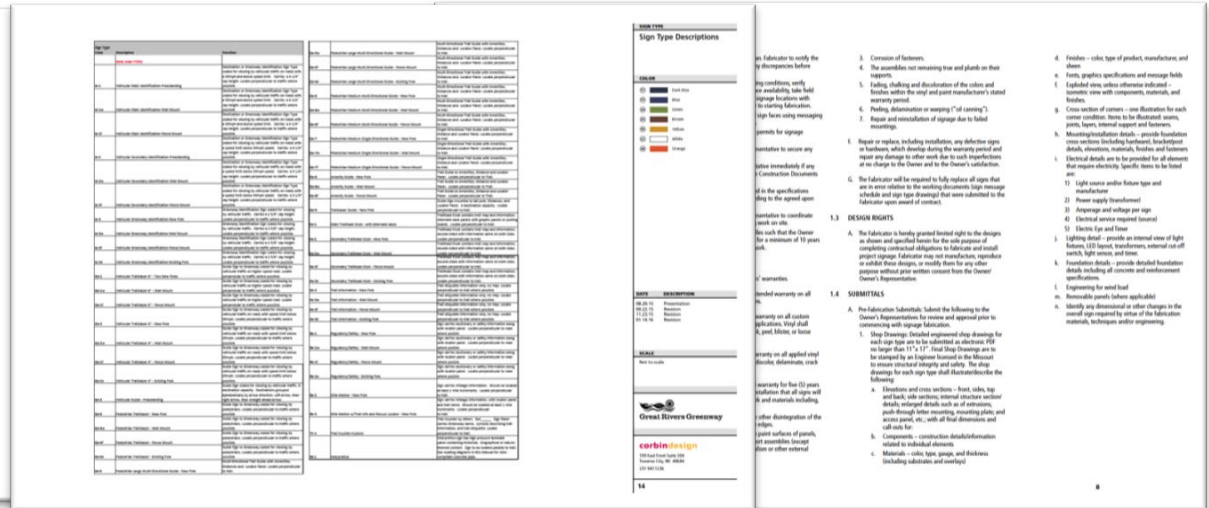
Great Rivers Greenway, St. Louis, MO

Examples of Trail Signage by EGD Professional:

Deliverables - Location Plans, Message Schedule & Project Specifications



Location Plans



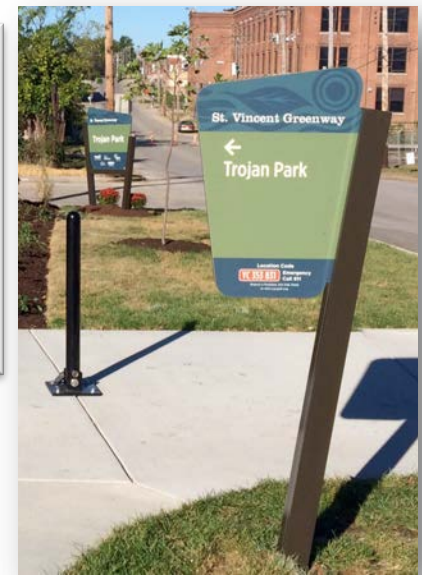
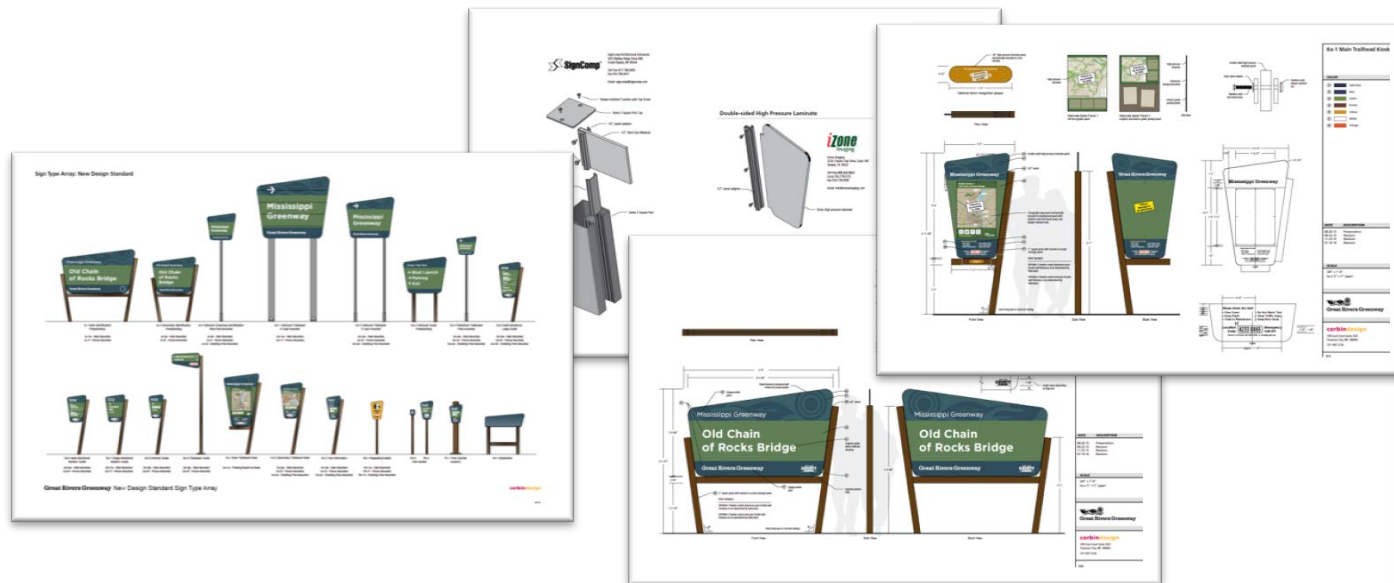
Message Schedule



Great Rivers Greenway, St. Louis, MO

Examples of Open Space Signage by EGD Professional:

Deliverables: Design Intent Documents



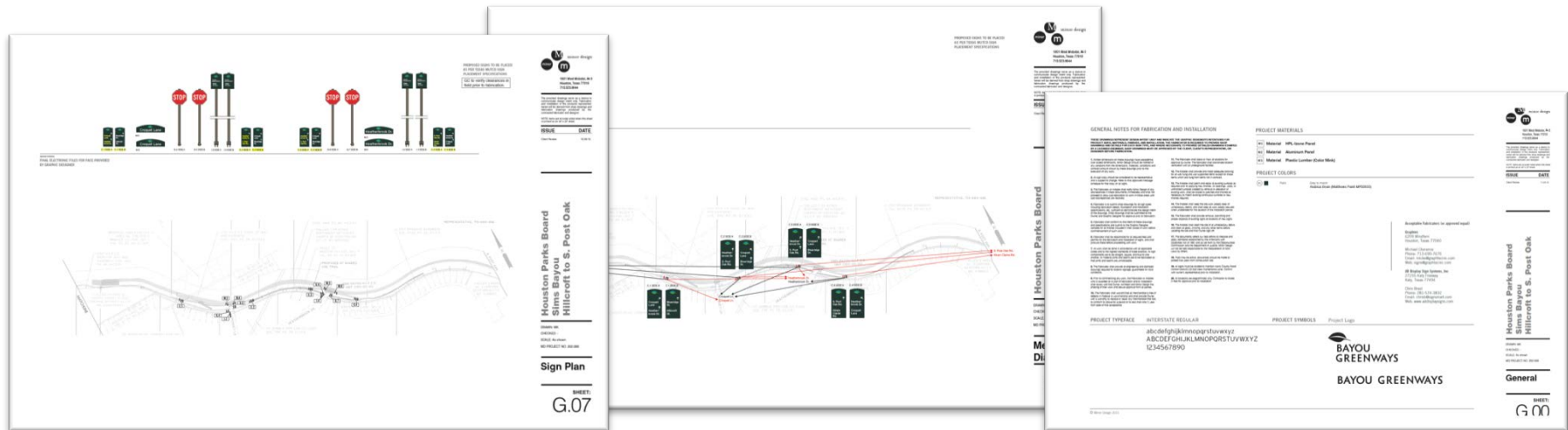
Designed by Corbin Design & Fabrication by Image Manufacturing Group (IMG)

Finished Product

Bayou Greenway – Houston, TX

Examples of Trail Signage by EGD Professional:

Deliverables: Location Plan/Message Schedule Combined
& Project Specifications

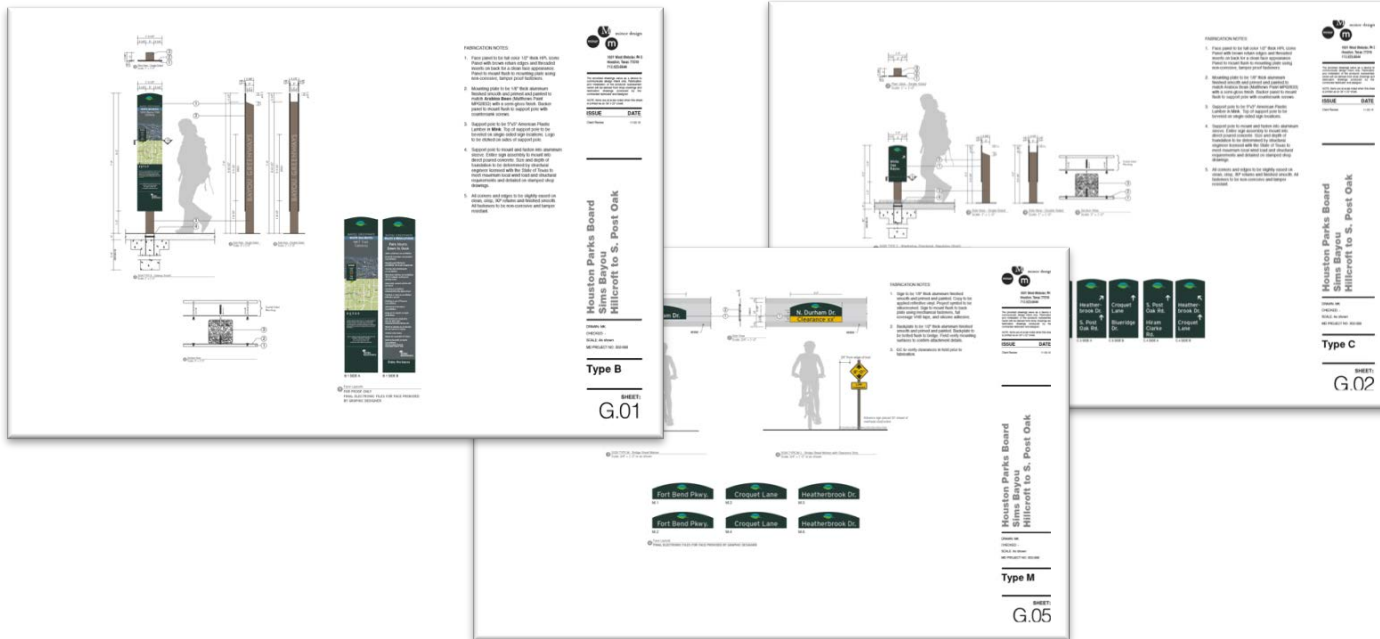


Location Plans & Message Schedule Combined

Specifications

Bayou Greenway – Houston, TX

Examples of Trail Signage by EGD Professional: Deliverables: Design Intent Documents



Designed by Minor Design & Fabrication by GraphTec



Finished Product



Improving Trail User's Experience Through Signage & Interpretive Graphics

Questions & Answers

Improving Trail User's Experience Through Signage & Interpretive Graphics

Thank You